

Social Media Reports

Week 5 – Feb. 6

UW Social Media Certificate

Winter 2013

Agenda

- Guest speaker, Karl Baisch, Banyan Branch
- Writing social media reports
- Minute papers
- Google Analytics digest
- Housekeeping/CMP update
- Simply Measured walkthrough
- Homework assignment #3 – Simply Measured report

'Twas an interesting week in social



Writing social media reports

- Graphics and charts are great, but only use them if they tell your story better than you can.
- Paraphrase everything, and ALWAYS add context to your graphics.
- Be as clear as possible—never assume a reader understands what you're talking about.
- Don't assume they know social media.
- Draw conclusions based on your analysis, and provide meaningful, actionable recommendations.



Painted by numbers

- Marketers are rarely short on numbers.
- What they are short on is the insight to make sense of numbers, which is what they need to be doing.
- Analysts, on the other hand, have a habit of reporting data instead of insights. Data = overwhelming.
- Bosses and teams need insights and recommendations to make informed decisions.
- Our job is to make sense of the numbers.



Often, less is more

- “67.3% of visitors...” can be too precise, and it’s certainly not memorable.
- Whereas “two-thirds of visitors...” throws specifics out the window in favor of stickiness.
- This allows the audience to focus on what the two-thirds of visitors did or didn't do.
- Develop an elevator speech, if it helps. You have 10 seconds max, in most cases.
- Make it sticky, make it short.

Made to Stick – Read it

- Written by Chip and Dan Heath in 2007, “Made to Stick” is one of the defining books on keeping things simple.
- Stickiness is about storytelling, creating easy-to-understand messages that are at the same time simple, compelling and personal.
- Data is the summary of stories—tell a few of those stories to help make the data meaningful.
- Too often, we suffer from the curse of knowledge. The person sharing the idea has lots of inside info and incorrectly assumes the audience will understand its relevance.



keep it **simple.**



My all-time favorite story

It was the first day of journalism class, and Sarah's teacher announced the first assignment. They would write the lead to a newspaper story.

The teacher reeled off the facts: "Kenneth Peters, principal of Beverly Hills High School, announced today the entire school faculty will travel to Sacramento next Thursday for a training in new teaching methods. Among the speakers will be college president Dr. Maynard Hutchins, California governor Pat Brown and anthropologist Margaret Mead."

The budding journalists, sitting at their computers, began to peck away at the first lead of their careers.

My all-time favorite story

Sarah and most of the other students produced leads that reorganized the facts and condensed them into a single sentence:



“Governor Pat Brown, Margaret Mead and Maynard Hutchins will address Beverly Hills faculty Thursday in Sacramento. ...blah, blah, blah.”

The teacher scanned all the leads, then paused for a moment.

Finally, he said, “The lead to the story is...

**There is no school next
Thursday.**

keep it **simple.**



Elements of a social media report

- **Types of reports:**

- Brand/event report (what did we do)
- Competitor report (what did someone else do)
- Research report (who is talking about us)

- **Know the audience:**

- Board members
- Department heads
- Other employees, teammates, clients, etc.

- **Ask the right questions:**

- Be specific: “Is there demand for a zero-calorie soda?” is more precise than “What are people saying about zero-calorie soda?”

Elements of a social media report

- **Decide where to look:**

- If you're only measuring Facebook, know why.
- Do you want mentions or conversation themes?
- Pull activity from across the world, or just a specific market.

- **Know when to measure:**

- Are you analyzing long-term trends?
- Or short-term campaigns?
- Make sure it's a long enough period to make results representative.

- **Analyze everything:**

- Always keep in mind the “So what?” question.
- Think about what these findings mean for your brand.
- Don't be afraid to work outside your initial questions if you discover something new.

Types of social media reports

- Common ways to report on the data:
 - Volume over time
 - Volume by site type (e.g. Facebook, blogs)
 - Side-by-side comparison
 - Top sites
 - Conversation themes and trends
 - Examples of online conversation (i.e. show tweets)
 - Volume by category
 - Sentiment by category

Resources

- Brandwatch – [How Do You Write a Social Media Report](#)
- Search Engine Land – [Reporting on Social Media Engagement](#)
- Social Media Today – [How to Begin Analyzing Social Media](#)
- Viralblog – [Analyze Your Social Media Efforts](#) [INFOGRAPHIC]
- Forbes – [Social Media and the Big Data Explosion](#)



Minute papers

- I was at a party Saturday night and it came to people's attention that I'm working on this certificate. The host is starting to use social media to market a career as an author and it never occurred to her to track her usage, that is until I brought it up. I think that before too long, it will be standard practice in any business training to understand analytics.
- The best scenario is when you can ask the right questions and answer them with a data-driven rationale. It helps you understand and tell stories better. It is all about storytelling, isn't it?
- From my perspective, Google Analytics seems to be a baseline requirement for anyone trying to understand website activity and audience behavior. Ultimately, the same thing we try to do with Google Analytics can be applied to our monitoring of social activities. It's about what people like and don't like.

Google Analytics digest

- Measure Flip the Media's performance during 2012.
 - *1. How much influence does social media have on site traffic? What can they learn from this?*
 - *2. Why does the homepage get so much more traffic than individual blog posts?*
- Provide analysis of what you learned.
- Make recommendations for what FTM can do next.

CMP update



Google+ group report



UW Social Media Class Jan 28, 2013 - Community - Social Media Marketin...

+UW Social Media Class is a professional certificate program at the University of Washington. We (the students) are posting tons of relevant social media content and would love to reach out and interact with other social media marketers. Please check us out and let's talk social.

+1



+3

Hide comments ^



Paragon Digital Marketing Jan 28, 2013 +1

Welcome! Good luck with your studies. We look forward to following you.



Brendan Wilhide Jan 28, 2013 +2

Welcome!

Housekeeping

- Radian6 demo, sadly, is a no-go.
- Instead, we will push back the Facebook talk to week 6 and cover best practices for both FB and Twitter.
- *TAKEAWAY* → No homework assignment this week. Next week, we'll look at Facebook Ads and have an assignment due week 8.
- Simply Measured assignment is now due week 7 (2/20).
- Changes to our communication structure.
- Do you use any social media tools? Want to present?

Simply Measured walkthrough

- We must all use a shared username for this assignment.
 - Email: uwsocialmed@gmail.com
 - PW: datag33ks
- Go to Generated Reports on the left, and choose either “Twitter Account for UWAthletics” or “Facebook Fan Page for Washington Huskies Athletics.”
- **Twitter (looking at a week of data)**
 - *How many engagements per tweet do they get? What does this tell you about their content strategy?*
 - *What is their primary objective to having a Twitter presence? Are they engaging the audience?*
- **Facebook (looking at 6 months of data)**
 - *What type of Facebook post do they share the most? How much engagement do they drive with these?*
 - *What are the best days and times for them to post on Facebook?*
 - *Assess the risk in opening up user posts to the fan page.*

Assignment #3 – Simply Measured

- Write a 1-page analytics report (10 points)
 - Using Simply Measured, analyze SMC Seattle's social media presence and compare it to local competitors Ad Club Seattle and Puget Sound AMA.
 - *Assess SMC Seattle's health on Facebook and Twitter. Are they engaging users or merely pushing content? How does this compare to the other two clubs?*
 - *How active is SMC Seattle's audience? What conclusions can you draw when comparing all three clubs?*
- Provide analysis of what you learned.
- Make recommendations for where SMC Seattle can improve.
- **Due prior to class 2/20 – week 7**